

## Corporate and Customer Content Digital Signage Applications

### Virgin Australia

Virgin Lounge Network, Virgin head office and satellite offices

Australia and New Zealand

Serving 42 cities in Australia Virgin are one of Australia's largest airlines in fleet size with a lounge network in each major destination across Australia and New Zealand

### The Challenge

- Find a digital solution robust enough to perform on varying bandwidth and compatible with both WiFi and LTE
- Display 3rd party promotional content, corporate content, and wayfinding content
- Control and distribute content to a national network from corporate headquarters with multiple content contributors

### The Solution

- StratosMedia's local device playback ensures stable content playback irrespective of network connectivity
- Automated content optimization ensures minimal bandwidth pre-distribution to reduce network load
- Granular permissions enable multi-user updating of content
- StratosMedia's content creation services provide on-brand content to enhance engagement
- Functional capability to integrate data sets such as FIDS offer the option to trigger content by flight events

### The Platform

#### Featured functionality;

- Local device playback
- Scheduling
- Accounts

#### Platform components;

- StratosMedia Core, Digital Signage Engine, Data Engine, Player Engine

#### Hardware;

- Chrome OS Hardware

